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STAGE NO.	OFFER TYPE	PRODUCT STAGE	TERMS	"ADDERS" (COST/BENEFIT)	BUYER ACTION	SELLER ACTION
0	PRODUCT IDEA (MONTHS)	CONDITIONAL DRAWING ONLY	SOLICITATION OF INTEREST IN LATENT CAPACITY	<ul style="list-style-type: none"> ▶ CHOICES ABOUT FEATURES THAT CAN BE INCLUDED IN THE PRODUCT (FEATURE OPTIONS); ▶ PROLONGED SELLING PERIOD 	IF INTERESTED RESPONDS: <ol style="list-style-type: none"> 1. POSITIVELY 2. NEGATIVELY 3. POSITIVELY W/MODIFICATION (RFO) 	AGGREGATING: <ol style="list-style-type: none"> 1. AMOUNT OF INTEREST 2. IDENTITY OF THOSE INTERESTED 3. EVALUATING MARKET PROFILE OF RESPONSE TO ITEM
1	PRODUCT DESIGN (MONTHS OR WEEKS)	CONDITIONAL DRAWING W/OPTIONS MATERIAL, COLOR, SWATCHES, ETC.)	PARTICULARS ON ECONOMIC AND LOGISTICAL CONSTRAINTS	<ul style="list-style-type: none"> ▶ PRODUCT SPECIFICATIONS AND PARTICULARS ON PRICE AND TIME OF DEVELOPMENT AND DELIVERY; ▶ PROLONGED SELLING PERIOD 	EXPRESS SPECIFIC INTEREST	GATHER: <ol style="list-style-type: none"> 1. SPECIFICATIONS 2. ANALYZE VIABILITY OF DEMAND 3. COMPLETE TIME AND F.O.B. INFO 4. INTERACT WITH FACTORY 5. USE OPPORTUNITY TO BEST USE E.O.O. ON MATERIALS AND TRANSPORTATION
2	PREPRODUCTION (WEEKS)	CONDITIONAL OR POSSIBLY BINDING CONTRACT IF MIN MET	PRODUCTION SAMPLE F.O.B.	<ul style="list-style-type: none"> ▶ PARTICULARS OF DELIVERY METHOD AND FREIGHT ▶ PRICE QUANTITY BREAK SCHEDULE; ▶ LABELING AND PACKAGING (PRIVATE LABEL); ▶ PROLONGED SELLING PERIOD 	ACCEPT OFFER	<ol style="list-style-type: none"> 1. MAKE SPECIFIC OFFER 2. FINAL DIMENSION DETERMINED (FREIGHT DATA) 3. SPECIFY PACKAGING
3+4	PRODUCTION CAN BE MANUFACTURING OF ARTICLES OR MERELY ASSEMBLY OF KITS OR PACKAGING OF PREEXISTING ARTICLES (DAYS)	BINDING CONTRACT	MASS PRODUCED PRODUCT NO CHANGE	<ul style="list-style-type: none"> ▶ LABELING ▶ CARTONIZATION ▶ CRAFT V. WHITE BOX ▶ COLOR PRESENTATION. ▶ PALLETIZATION, FLOOR STACK, OR PARCELIZATION; ▶ TRAY PACKS (YES/NO) ▶ MERCHANDISING PACK TYPES ▶ BRANDING ▶ PROLONGED SELLING 	AS F.O.B. POINTS DETERMINED, NEW BUYERS CAN JOIN IN TOO	STOP AFTER ORDERS FILLED (PREPRODUCTION ORDERS = TOTAL) ANTICIPATES INCREMENTAL SALES, AND THUS MANUFACTURING: <ol style="list-style-type: none"> 1. SHORT OF A COMPLETE CONTAINER (STRETCH TO MEET) 2. CONFIDENT THAT INCREASED DEMAND EXISTS/WILL EXIST 3. HAS ACCESS TO DISTRIBUTION CHANNELS AND F.O.B. LOCATIONS; MAY BE ATTRACTIVE AND ARE USED FOR CHANNEL DISTRIBUTION STRATEGY

STAGE NO.	OFFER TYPE	PRODUCT STAGE	TERMS	"ADDER" (COST/BENEFIT)	BUYER ACTION	SELLER ACTION
5 "PACKING FOR SHIPMENT" (DAYS)	NO CHANGE + NEW OFFERS	MASS PRODUCED PRODUCT PACKAGED	<ul style="list-style-type: none"> ▶ PRICE REDUCTIONS OR INCREASES DUE TO ODD LOT IMPERATIVES ▶ ZONE SKIPPING (MANIFEST CREATION/DOCUMENT PREPARATION) 	<ul style="list-style-type: none"> ▶ WATCHING FOR SPOT MARKET BUYING WITH INCREASINGLY CONDITIONAL OFFERS ▶ PROLONGED SELLING PERIOD 	<ul style="list-style-type: none"> WAITING FOR SPOT MARKET BUYING WITH INCREASINGLY CONDITIONAL OFFERS; NEW BUYERS CAN JOIN IN TOO 	<ul style="list-style-type: none"> CREATION OF REGIONALLY-BASED OFFERS TO TOP OFF CONTAINERS AND MINIMIZE UNIT FREIGHT COSTS
6 "IN-TRANSIT" (WEEKS)	NO CHANGE + NEW OFFERS	FINISHED PRODUCT IN TRANSIT	<ul style="list-style-type: none"> LARGELY GEOGRAPHICALLY LIMITED OFFERS 	<ul style="list-style-type: none"> ▶ SOME COMPONENT OF LOCALIZED DELIVERY FROM F.O.B. ARRIVAL AREA ▶ SUPPLIERS COSTS ARE MOST APPARENT IN DISCOUNT ▶ PROLONGED SELLING PERIOD ▶ AVOID REDISTRIBUTION COSTS 	<ul style="list-style-type: none"> NO CHANGE; WAITING FOR ADVANTAGEOUS ROUTING CONDITIONS 	<ul style="list-style-type: none"> LOOK FOR OPPORTUNITIES TO CLEAR INVENTORY AND MINIMIZE FREIGHT AND WAREHOUSE COSTS
7 "IN WAREHOUSE" (HOURS)	NO CHANGE	FINISHED IN PRODUCT WAREHOUSE	DISTRIBUTION TERMS	▶ TRADITIONAL ACTIVITIES	TRADITIONAL ACTIVITIES	TRADITIONAL ACTIVITIES
8 "IN STOCK" (WEEKS)	TRADITIONAL	IN STORE	POINT OF SALE TERMS F.O.B. STORE	▶ TRADITIONAL ACTIVITIES	TRADITIONAL ACTIVITIES	TRADITIONAL ACTIVITIES